

## Part 1: "Elevator" Introduction

InHouse is a web based collaborative design platform that enables busy real estate professionals to strengthen relationships and easily craft a unique online presence to better connect with the modern home buyer and seller.

## Part 2: Market and Industry Analysis

### **How large is your market? What market segments are you going after and why?**

We are going after real estate agents and mortgage loan originators.

There are 1.2 million dues-paying members of the National Association of Realtors. We are targeting the market segment of 57% or 690,000 real estate agents who have an outdated website and online presence or no website at all.

There are about 425,000 federally registered mortgage loan originators. We are targeting the market segment of about 29% or 120,000 loan originators who have between 1 and 3 years of experience and are trying to grow their number of agent partners that they work with closely.

### **Is this market growing? How fast?**

Yes, the number of dues-paying members of the National Association of Realtors grew by about 9% from 1.1 million in 2015 to 1.2 million in 2016. The number of federally registered mortgage loan originators grew by about 4% from 400,000 in 2015 to 415,000 in 2016.

### **Who is in the market already? What is the nature of competition – direction, indirect, substitutes?**

There are a few companies exploring the lender/agent model (ListingBooster, ListReports, Total Expert, Inc., & Pixona). The industry is headed towards mass customization and automation of listing based marketing.

## Part 3: Go-to-Market Plan

### **Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.**

Our current customers are real estate agents who we have built custom websites for or are using the beta version of our social media and print marketing platform. This experience has allowed us to learn that agents are most interested in growing their online presence and finding ways to use it to grow their brand and business. Some of these agents we have met with in person and others are on the other side of the United States. We have determined that agents care about quality design and most importantly being able to have things right when they need them. In showing agents that we are able to provide this balance we have found a willingness to pay for our product at a certain price point.

Mortgage loan originators will also be our customers down the line. They began approaching us wanting to make our product accessible to the agents they work closely with. They are willing to pay for our product in order to make it more accessible to agents. We have already received written commitments once we have this available.

### **Describe how you win customers today. Describe your future customer acquisition strategy.**

In addition to word of mouth, we currently win customers through an online app-store that is available in real estate agent's MLS portal. We will continue to push advertising in comparable app stores and through strategic partners such as innovative photography and video companies who already have a large user base. In addition to this we are contacting brokerage managers to set up office meetings. We are also building online content to help agents grow their business.

### **How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?**

We displace competitors by offering beautiful design and mass customization that is paired with automation which allows agents to have materials ready whenever they need them without having to login to a platform or upload information time after time. We are also an early player with modern technologies in real estate data that save our customers money and a significant amount of time. We are partnering with regional partners such as innovative photography and video companies who already have a large customer base but don't offer a place for real estate agents to showcase their listings online.

## Part 4: Technical Product Description and Plan

**Briefly describe your product or service.**

Once an agent signs up with InHouse they use their MLS credentials to connect to their MLS. This allows us to pull the information agents want displayed on their marketing along with all their listing details and images along with any listing in their MLS that they may want to make marketing for. From that point forward agents can create websites for listings and will be notified by email each time one of their listings hits MLS with all the materials ready to go for that listing with the ability to further customize.

**Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)**

We have been beta testing our platform for 10 months and have users across the US and in other countries validating that listing data can be pulled automatically and put into the various marketing materials. In terms of future validation we will test new products and technologies regionally and iterate as we expand markets.

**Describe the remaining product development risks and your plans to overcome them.**

The remaining product development risks are based around scaling the mass customization of our product offerings. We are overcoming this by finding out what is most important to real estate agents and how much customization they want to be able to do on their own versus already being done for them.

**Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).**

Our product allows agents to market themselves and their listings as if they had hired an expensive designer without having to spend the money or wait to have things completed. Agents have materials ready when they need them and are still able to put personal touches on materials when necessary.

**Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)**

We have built our own proprietary content management system built specifically for real estate agents without having to deal with difficult or expensive plug-ins to make their websites and marketing materials.

**Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?**

The real estate marketing industry is noisy with companies trying to sell to agents. We set ourselves apart with modern technology and design. One of the challenges faced is forming contracts with large brokerages who may offer a comparable internal solution even if it isn't as helpful for their agents.

### Part 5: Risk vs. Talent Narrative

**What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?**

In developing our product we have mitigated risk by having two of our founders having the technical skills to develop our product and be able to bring on additional technical support and effectively communicate our mission and needs.

**Briefly list and describe your key team members.**

Luis Palomares is CEO and in charge of front-end development and design of our platform.

Josh Gill is CTO and our lead back end developer.

Cooper Kowalski is business development manager working to build customer awareness and sales.

Mat Friedman is CFO, managing our financials and writing content for our marketing.

**Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?**

Currently Josh Gill our CTO is part time so we will be working to bring him on full time. We will also be growing our sales team looking for experienced SAAS sales people.

**Briefly list and describe your key advisors, and their contributions to date.**

**Dr. Joe Broschak** is the Executive Director of the McGuire Center for Entrepreneurship at the University of Arizona. He is experienced in business management and growth.

**Bob Davis** is of the founding members of the Desert Angels and one of the owners of Tango Commercial Real Estate. He is very involved in the Tucson Startup scene and helping early stage startups raise funds and make initial partnerships.

### Part 6: Economics